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MICHELIN PICKS UP NEW EXCLUSIVE CONTRACT WITH IPSWICH BUSES

- The public transport operator moves to Michelin due to its product quality and level of service
- Sustainability benefits of Michelin's multi-life policy also key to the deal

Ipswich Buses has signed a new three-year contract with Michelin's Services & Solution division, as part of an ongoing strategy to improve its overall customer offering.

The public transport operator opted to switch from a rival tyre manufacturer due to the longevity and performance of the Michelin product, plus the added value from its multi-life policy.

The exclusive agreement will see Michelin supply, fit and manage all the tyres across Ipswich Buses' 75-strong fleet of single- and double-deck buses, plus a small number of coaches.

Dan Bassett, Managing Director at Ipswich Buses, says: "Having experience of the Michelin product in a previous role, I have seen the quality and durability of the tyres first-hand. We are always looking to improve our services for the people of Ipswich and its surrounding areas.

"As the only part of the vehicle that comes into contact with the road, having the right tyre on our buses is absolutely critical. It helps improve the quality of the ride, the safety of the vehicles and limits any unnecessary downtime."



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Crucial to securing the contract, was the sustainability benefits of Michelin's popular multi-life policy. This sees the manufacturer's expert team of technicians initially regrooving worn tyres on site at Ipswich Buses depots once the tread depth reaches 3-4mm – helping to extend each tyre's life in its optimum fuel-efficient state.

Once the regrooved tyres have worn, they will then be retreaded at Michelin's Remix factory in Stoke-on-Trent, doubling the casing lifespan, while saving natural resources and supporting UK manufacturing.

Michelin will fit both new and Remix urban bus tyres, predominantly from the MICHELIN X InCity range, on Ipswich Buses vehicles. The X InCity features reinforced sidewalls to protect against kerbing and accidental damage, which helps reduce wheel interventions and downtime.

"We have been particularly impressed with the Remix product and the overall level of service we have received from the Michelin team has been exemplary," adds Bassett. "It's a fantastic overall package."

Ipswich Buses is owned by Ipswich Borough Council. It serves almost 20,000 people every day, on routes across Ipswich and its surrounding area.

About Michelin

Michelin's ambition is to sustainably improve its customers' mobility. The leader in the mobility sector, Michelin designs, manufactures, and distributes the tyres best suited to their requirements and uses as well as services and solutions to improve transport efficacy. With its offers Michelin allows its customers to enjoy unique moments when traveling.

Michelin also develops high-technology equipment intended for multiple fields. Based in Clermont-Ferrand, Michelin is present in 175 countries, employs 132,200 people and operates 67 tyre factories that, together, produced approximately 200 million tyres in 2022. (www.michelin.com)



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More information on how Michelin assists transport businesses achieve its sustainability goals and run more efficiently can be found at business.michelin.co.uk.

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